



Ready, Set, Build!



Open For Business

Providing “shovel-ready” sites to give Wisconsin a competitive edge and encourage business growth and expansion.

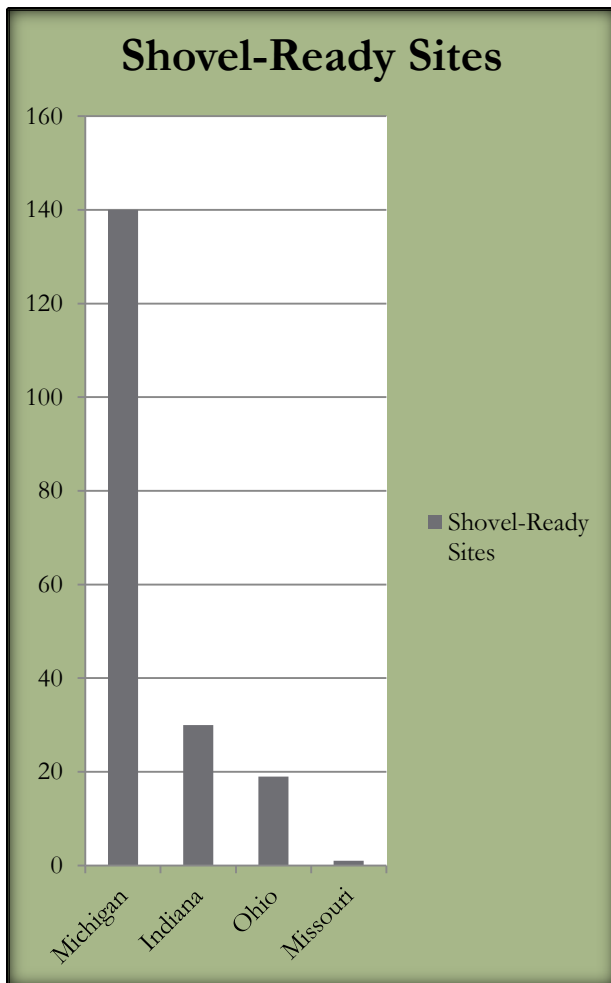
**State of Wisconsin
Governor Scott Walker**

February, 2012

Ready, Set, Build!

BACKGROUND

The 2010 “Be Bold” study identified the lack of a “shovel-ready” sites program as a competitive weakness for Wisconsin, and noted that most other Midwest-region states offer one form or another of a shovel-ready or a certified site program.



UScertifiedsites.com lists 19 states with certified or shovel-ready programs, including the nearby states of Indiana (30 sites certified to-date), Michigan (140), Missouri (1) and Ohio (19).

During the 2010 campaign for governor, Governor Scott Walker announced a long-term outreach plan to aggressively market our state and let job creators know that **WISCONSIN IS OPEN FOR BUSINESS** once again.

This plan outlined a process, called “Ready, Set, Build!”, that would ensure job creators the ability to start expanding right away.

Job creators in all parts of Wisconsin have expressed frustration over dealing with unresponsive and over-burdensome government in the past. For far too long, Wisconsin’s regulatory and permitting processes have slowed economic growth.

When a small business is looking to build or expand, they are often unaware of suitable properties, or face an inability to ensure the timely provision of public services and the prospect of delays associated with environmental and other state and local permitting processes.

These factors mean money and time lost, and has put Wisconsin at a competitive disadvantage in competing for new projects. However, the real losses are felt by Wisconsin businesses looking to hire and Wisconsin workers looking for work.

Ready, Set, Build!

To help create a positive business climate in Wisconsin, Gov. Walker directed the WEDC to create a certified site program, “**Ready, Set, Build!**”, that takes a completely different approach to the site selection and permitting processes.

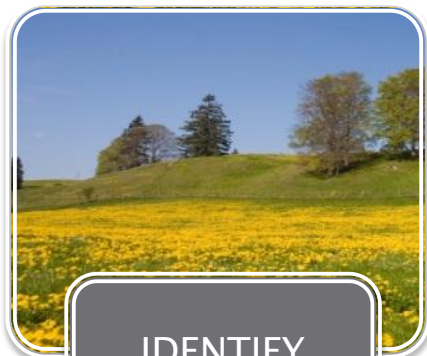
The “Ready, Set, Build!” program will:

- **Identify** up to 10 different shovel-ready sites (minimum site size=50 acres) annually for each of the 3 subsequent years for economic development throughout Wisconsin
- **Review** and approve for pre-certification these identified sites (if site meets criteria)
- **Certify**-ready the pre-certified sites, which will let job creators know they can begin building immediately.

ORGANIZATION

The Wisconsin Economic Development Corporation (WEDC) will provide ultimate oversight of the site certification program, “Ready, Set, Build!”. The specific WEDC division that will oversee the program will be the Economic and Community Development Division.

A contracted-independent third party consultant will assist the WEDC in the development and the administration of the program.



IDENTIFY

Up to 10 shovel-ready sites each year for 3 years.



REVIEW

• Approve for pre-certification if sites meet criteria.



CERTIFY

• Available for immediate building.

Ready, Set, Build!

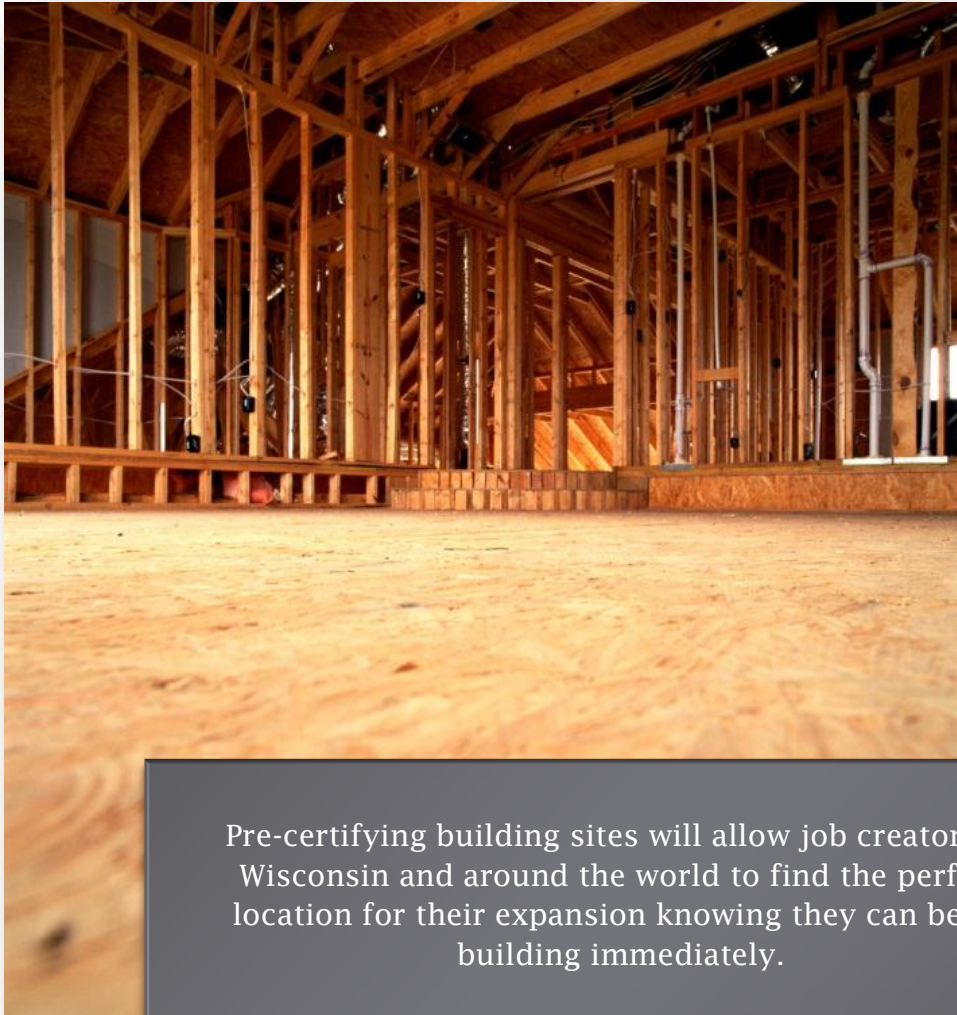
The consultant will develop the process and forms necessary for the function of the program, and will identify, review and approve for pre-certification up to 10 sites annually for each of 3 subsequent years.

Once a site is identified and pre-certified, the WEDC will declare the site location to be certified-ready, which will let job creators know they can begin building immediately.

DEVELOPMENT

The consultant will be responsible to assist WEDC in the development of the site certification program. As part of the “Ready, Set, Build!” process, the consultant will develop the program’s application form and recommend basic requirements for site criteria, with the WEDC’s ultimate decision of approval of all basic requirements.

The consultant should also recommend the type of verification required, if applicable, for each criterion that is used in the evaluation process.



Pre-certifying building sites will allow job creators in Wisconsin and around the world to find the perfect location for their expansion knowing they can begin building immediately.

Ready, Set, Build!

APPLICATION AND REVIEW PROCESS

The requirement for a prospective site size is 50 acres or greater. Applications, along with a fee (amount to be determined when WEDC finalizes contract with consultant), to the site certification program may be submitted by local governments, county governments, property owners, county economic development agencies, or a partnership of any of the above.

All applications submitted for evaluation will be accepted once per year by a submission date determined by WEDC.



STEPS IN THE PROCESS:

Initial
Review

Market
Property

Site Visit,
Interview

Send Award
Letters

Secondary
Review

Selections to
WEDC

Ready, Set, Build!

Criteria for Potential Sites:

OTHER CRITERIA include:
local/regional transportation
infrastructure, quality of the local labor
force and the ability of the community to
support a large project.



AVAILABILITY

Ownership is verified and owner is willing to sell.

Price and conditions are established.



UTILITIES

Utilities must be in place within 180 days of purchase including water, sewer, gas, electrical, telephone and internet



DEVELOPMENT

Site can be developed to the fullest extent.

Presence of easement, "right of way" established. No drainage issues or existing structures. Site is cleared and graded.



ZONING

Property is zoned for proposed land use.

Complies with local comprehensive plan.

Environmental studies are complete.

